IN.fluence

RETAIL COMMUNICATIONS
2024 Media Kit

Direct Mail
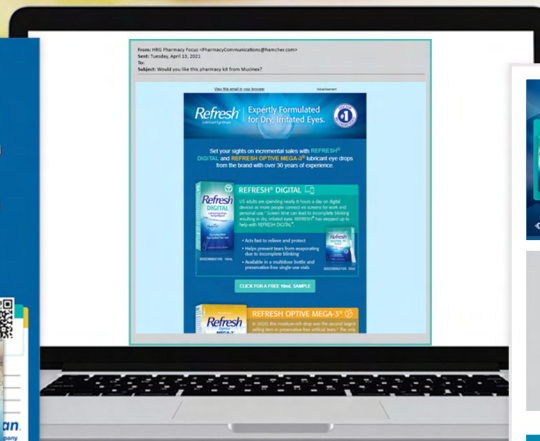
Email Marketing

Monthly Publication

Sampler Program

HRG HAMACHER RESOURCE GROUP

IN.fluence
Retail Communications

A COST-EFFECTIVE WAY TO REACH INDEPENDENT PHARMACIES

## Promote your brand to over 10,000 independent pharmacists

With no "corporate office," independent pharmacists make buying decisions for their front ends every day. To cost-effectively market to this unique channel, take advantage of HRG's retail communication offerings – proven vehicles that CPG manufacturers large and small have relied on for 10+ years.

49% — Pharmacist recommendation
26% — Price
17% — Noticed product on endcap/display
8% — Other
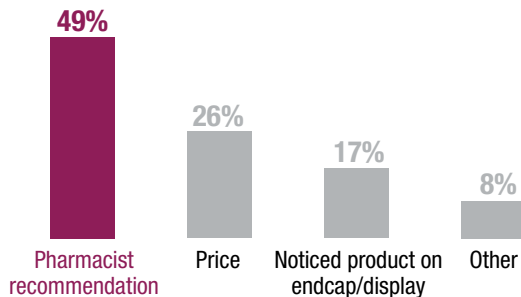
The majority of independent pharmacy shoppers surveyed said the **biggest factor** in their **purchase decisions** for non-prescription products **is the pharmacist's recommendations.**

54% of independent pharmacy shoppers surveyed indicated that their typical **source of product information is pharmacy staff**.

50% — Trade Publications
48% — Wholesaler
48% — Patients
35% — Internet
23% — Manufacturer
14% — Other
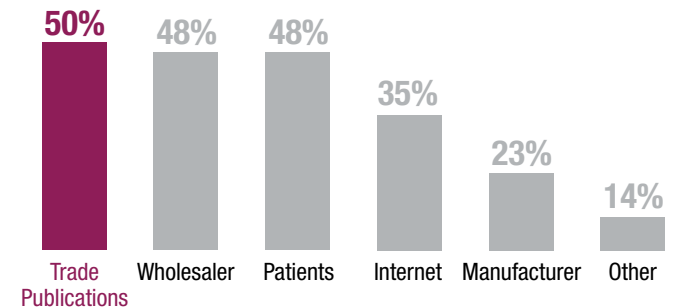
Independent pharmacists surveyed said the **most common way they learn** about new OTC products **is from trade publications**.

Don't miss out on this $78.5 billion marketplace!*

IN.fluence
retail communications

FACT: It takes 6-8 touch points before a prospect will make a buying decision.*

Ensure your product is influencing the influencers!

" HRG is our go-to partner when we want to reach independent pharmacies. We have advertised in *IN.depth* for several years because we believe it is an effective publication. We've also worked with HRG on direct mail and eBlasts to get our message in front of independent pharmacies several times, several ways. We have confidence in the HRG team and enjoy working with them. "

Lynn McGeough
Customer Sales Manager
Haleon

Advertisements

PAGE 3

eBlasts

PAGE 10

Direct Mail

PAGE 14

*blog.hubspot.com/sales/the-ultimate-guide-to-prospecting-how-many-touchpoints-when-and-what-type

IN.depth

Advertise and promote your brand to 10,000 independent pharmacists.

Category Spotlight | Product Sampler

NEW *Scan-to-order* page inside!

Timed to reach independents as they plan their category assortments.

Puts your product samples into decision-makers' hands.

> " I continue advertising in *IN.depth* because it's a well-respected publication and we've seen good results from the investment. I very much enjoy working with HRG and look forward to future collaboration. "

Blake Hawley
Marketing Director, Retail
Molnlycke

Category Spotlight

HRG's *IN.depth* publications have been in circulation for over 10 years, and are a proven, cost-effective way to market to the independent pharmacy channel.

Category Spotlight advertisement rates

Half-page Ad 8" x 4.5"	Full-page Ad 8" x 9.75"	Two-page spread Ad 16.5" x 9.75"	Advertorial 8" x 9.75"	Full-page Ad 8" x 9.75"
$4,050	**$6,750**	**$11,350**	**$11,350**	

MULTI-WAVE & CAMPAIGN-BASED DISCOUNTS AVAILABLE!

Attention-Grabbing Headline

Advertorial Text Ficium exceto eos ratquid quodio volupta doluptati con poriquiam a audiae et optin natium quae offic sim nonet ut officil iacepo doloreris si officiisto in quid quae nimporro erat adit, voloporum utatur, eueris mincto stelut voluptam ini tem iduni ut darum expero cupta voluptate es inis ima voluptate quatur eent inipsant ad riquid utecus et eveliibus es inta plam, temodit atis a rum dignissim tria laborriosus volorum volique de glam, temodit atis a rum dignissim tria dolupta dolo essi apoi te la duntium riporum te, optatem aseupti aectas disqua voluptibu velatium quam sum fugias conectab consequi oms quam sumquam es nus dolo ilibo atempelles magnis ad magnim come exuchila volocur estibust qustem faccillo. Iatio leberis nostium

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Element 4

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Footer to match corresponding product advertisement

Advertorial with full-page ad

Sample Ad

SKIN CARE VEGAN

Request an *IN.depth* Technical Requirements packet for ad templates and layouts.

ADVERTORIAL

Specifications

SIZE 8.0" x 9.75"

NO BLEED

LIVE COPY AREA - 7.5" x 9.25"

NO COPY IN FOLD AREA

Mandatory Content:

- Attention-grabbing headline
- Advertorial text *(430 words or less)*
  - Content that educates the reader about the product itself, related health condition, or product category in a manner that reads as editorial in nature.
- Citations if applicable
- Brand and/or product logo
- Company contact information
- Brand and/or product website

Optional Content/Elements:
(no more than 4)

- Product image
- One non-product image
- Pull quote
- Testimonial(s)
- Statistics
- Icons and/or infographics

Pricing:

A one-page advertisement must be purchased in tandem with an advertorial.

Advertorial 8" x 9.75"	Full-page Ad 8" x 9.75"
$11,350	

Note: See your BDM for publication calendar

IN.depth

Product Sampler

How does *Product Sampler* work?

Advertise your brand in *Product Sampler.*

Pharmacies express their interest.

Send us your samples. We assemble & ship sample-filled boxes.
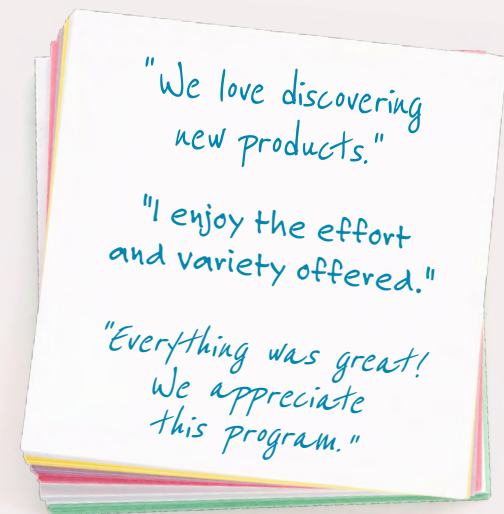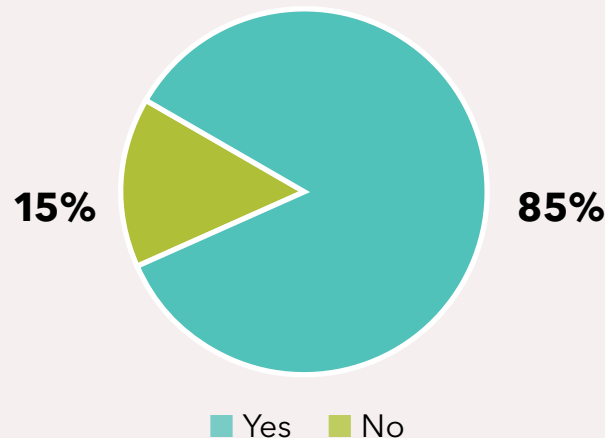
Follow up with pharmacists (participant list provided).
See page 2 for other outreach options

What are pharmacists saying about the *Product Sampler* program?

Will you order products that you tried through this Sampler program?

15%   85%

Yes   No

"We love discovering new products."

"I enjoy the effort and variety offered."

"Everything was great! We appreciate this program."

Data represents 51 survey respondents; survey was conducted December 2022.

IN.depth

Fees for *Product Sampler* include:

ADVERTISEMENT RATE + **FULLFILLMENT RATE**

(based on ad size) | (based on the weight of the samples and materials you decide to include)

Product Sampler advertisement rates

Half-page	Full-page	Two-page spread
Standard **$4,050**	Standard **$6,750**	Standard **$11,350**

Book by 11/6/23 *to secure 2023 pricing*

Request an *IN.depth* Technical Requirements packet for ad templates and layouts.
See ad dimensions on page 4.

Fulfillment estimates*

Weight Range		Rate Per Box	April & October 2024
			1,720-1,790 Recipients*
LOW	0.01 oz - 3.50 oz	**$2.01**	**$3,450 - $3,590**
MEDIUM	3.51 oz - 7.25 oz	**$2.79**	**$4,804 - $4,999**
HIGH	7.26 oz - 22.0 oz	**$4.03**	**$6,935 - $7,217**
VERY HIGH	22.01+ oz	**Request a Quote**	

*5% +/- VARIANCE. Fulfillment of sample box includes distribution management, postage, and handling.

FOR EXAMPLE

Brand X buys a 1/2 page ad space in the *Product Sampler* publication = **$4,050**

Brand X sends low-weight samples in the *Product Sampler* box = **$3,590**

Brand X's estimated total cost = $7,640

BRAND X Ad

BRAND X

OTHER BRAND Ad

april 2021

BRAND X Sample

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2024 Publication Calendar
Q1 & Q2

JANUARY | Category Spotlight: **Medicine Chest**

Suggested Categories

- **Emerging Brands**
- **Innovative Products**
- **New and/or HRG-starred Items**
- **Newly Launched Products**
- **Niche Products**
- **Planogrammed Items**

sign-up deadline	11/3/2023
drop date	1/10/2024

FEBRUARY | Category Spotlight: **Sun, Skin, First Aid**

Suggested Categories

- **Allergy**
- **Anti-itch Treatments**
- **Bandages, Wound Care, & First Aid**
- **Foot Care**
- **Health Supports**
- **Skin Care**
- **Sun Care & After-sun Care**
- **Lip Care**

sign-up deadline	12/1/2023
drop date	2/9/2024

MARCH | Category Spotlight: **Seasonal Solutions**

Suggested Categories

- **Anti-itch Treatments**
- **Cold & Allergy**
- **Eye & Ear Care**
- **Foot Care**
- **Sleep Aids**
- **Vitamins & Supplements**
- **Weight Management**

sign-up deadline	1/5/2024
drop date	3/11/2024

APRIL | **Product Sampler**

Suggested Categories

- **Any Product(s)**
- **Any Category(s)**
- **Line Extension(s)**
- **New Item(s)**

sign-up deadline	2/9/2024
drop date	4/10/2024

MAY | Category Spotlight: **Personal & Self Care**

Suggested Categories

- **Deodorant**
- **Eye & Ear Care**
- **Family Planning & Sexual Wellness**
- **Feminine Care**
- **Hair Care & Lice Treatments**
- **Oral Care**
- **Shaving & Grooming**
- **Skin Care**
- **Sleep Aids**
- **Sun Care & After-sun Care**

sign-up deadline	3/8/2024
drop date	5/10/2024

JUNE | Category Spotlight: **Growth Drivers & Innovations**

Suggested Categories

- **Bandages & First Aid**
- **Digestive Health**
- **DSN Future 50 List**
- **Lice Treatments**
- **Oral Rehydration Products**
- **Pain Relief**
- **Thermometers**
- **Skin Care**
- **Vitamins & Supplements**
- **HRG-starred Items**

sign-up deadline	4/5/2024
drop date	6/10/2024

All product categories are welcome in any issue!

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2024 Publication Calendar
Q3 & Q4

JULY | Category Spotlight: **Trends & Self Care**

Suggested Categories
- Cold, Flu & Allergy
- Digestive Health
- Gloves, Masks, & Wipes
- Nasal Sprays
- Skin Care
- Thermometers & Personal Diagnostics
- Vitamins & Supplements

sign-up deadline	5/3/2024
drop date	7/10/2024

AUGUST | Category Spotlight: **Cold, Flu & Pain Relief**

Suggested Categories
- Cold & Flu
- Eye & Ear Care
- Humidifiers & Vaporizers
- Oral Rehydration Products
- Pain Relief
- Thermometers
- Vitamins & Supplements

sign-up deadline	6/7/2024
drop date	8/9/2024

SEPTEMBER | Category Spotlight: **Chronic Conditions**

Suggested Categories
- Diabetes Supplies
- Diabetes Meters & Test Strips
- Diabetic Footwear
- Foot Care
- Nutritionals
- Pain Relief
- Skin Care
- Vitamins & Supplements

sign-up deadline	7/5/2024
drop date	9/10/2024

OCTOBER | **Product Sampler**

Suggested Categories
- Any Product(s)
- Any Category(s)
- Line Extension(s)
- New Item(s)

sign-up deadline	8/9/2024
drop date	10/10/2024

NOVEMBER | Category Spotlight: **Wellness & Self Care**

Suggested Categories
- Deodorant
- Eye & Ear Care
- Foot Care
- Incontinence
- Oral Care
- Hair Care & Lice Treatments
- Skin Care
- Sleep Aids
- Sun Care & After-sun Care

sign-up deadline	9/6/2024
drop date	11/11/2024

DECEMBER | Category Spotlight: **Essentials for Health**

Suggested Categories
- Cold & Allergy
- Digestive Health
- Feminine Care
- Pain Relief
- Nutritionals
- Shaving & Grooming
- Vitamins & Supplements
- Weight Management

sign-up deadline	10/4/2024
drop date	12/10/2024

All product categories are welcome in any issue!

eBlasts

Measurable and interactive approach to influencing 10,000+ independent pharmacies.

HRG's eBlast program features fully-customized designs, multiple sends, and tangible ROI.
Our open, engagement, and total click-through rates* routinely exceed our customers' expectations.
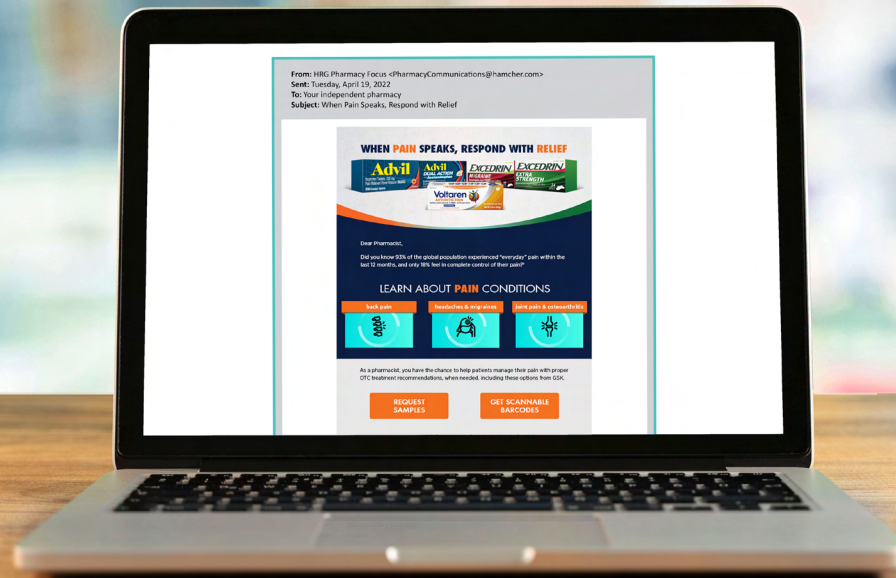
UNIQUE OPEN RATE	ENGAGEMENT RATE	TOTAL CLICK RATE
44%	**32%**	**14%**

*Average rates for eBlast and reBlast combos, time period latest 52 weeks ending 12/31/23.

Email Marketing

Data analytics provided

TOTAL OPEN RATE

How many times the eBlast was opened.

Calculation = The total number of times the campaign was opened divided by the number of successful deliveries.

TOTAL CLICK RATE

How many times any links were clicked. Can vary based on if the call-to-action involves links or if the links are more for support.

Calculation = The total number of times any links were clicked divided by the number of successful deliveries.

ENGAGEMENT RATE

A higher engagement rate means more of the individual recipients have clicked multiple links or more than once.

Calculation = The number of total clicks divided by the number of unique opens.

TOTAL CLICK-TO-OPEN RATE

A higher TCTO means that more of the recipients have both opened *and* clicked through your messages more than once.

Calculation = The number of total clicks divided by the number of total opens.

UNIQUE OPEN RATE

The number of individual recipients who opened the eBlast.

Calculation = The number of recipients who opened divided by the number of successful deliveries.

UNIQUE CLICK RATE

The number of individuals who clicked on at least one link. Can vary based on if the call-to-action involves links or if the links are more for support.

Calculation = The number of recipients who clicked on any link divided by the number of successful deliveries.

CLICK-TO-OPEN RATE

Can indicate how effectively the email message, design, and/or content drove recipients to take action.

Calculation = The number of unique clicks divided by the number of unique opens.

CLICK-THROUGH RATE PER URL

Helps gauge interest in individual URLs.

Calculation = The percentage of total clicks on a specific URL to recipients exposed to the URL (unique opens).
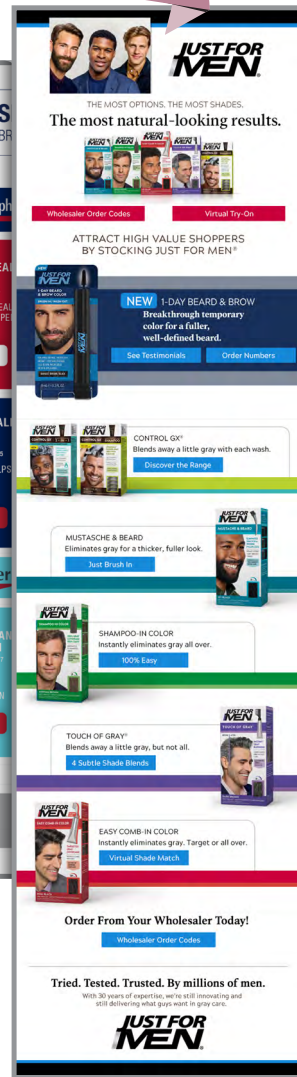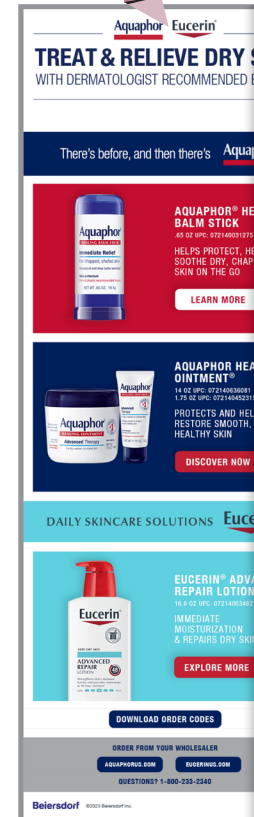
Successful eBlast campaign examples

High Engagement Rate

High Total Clicks

High Total Opens

Analytics reporting provided both 24 hours and 7 days post deployment of eBlast, plus combined totals provided post reBlast.

eBlasts

eBlast rates

Doors Influenced		
10,000+ **$5,250**	**15,000+** **$6,350**	**Customized Demographic** **upon request** *Ask us about targeting Institutional or Clinic Pharmacies!*

Book by 11/6/23 *to secure 2023 pricing*

EACH EBLAST DEPLOYS 2x*

Features & Add-ons

Included in pricing

- Two sends, second deploys to non-openers only
- 24-hr & 7-day post initial deploy analytics report, plus final analytics post reBlast
- Fully customizable design
- HRG designed or client designed
- Unlimited links
- Mobile optimized layout

Upon request

- Video integrated header
- Animated buttons and/or CTAs
- Custom contact form
- Include wholesaler (National and Regional) codes
- Document hosting

À la carte options

Creation of more than 10 scannable UPC barcodes (as pdf)	**$375**
Additional analysis	**$550**
Sell sheets or other designed attachments	**$1,500**
POG Vignette	**$500 - $1,000**
Survey creation utilizing SurveyMonkey	**TBD**
Sample fullfillment (special quote)	**TBD**

*Second send deploys to non-openers only.

FAQs

Q: **What types of links can I include in an eBlast? What do other manufacturers typically do?**

A: Any links can be included, though we would help you strategize which links would be best depending on your goals. Examples are home pages, product-specific landing pages, sell sheets, forms, and/or sign up forms for samples or other promotional items.

Q: **How can I tell how many products were sold as a result of the eBlast to measure success of message and/or offer?**

A: Standard analytics include open, click, and engagement rates (see page 11); however, if additional movement data is desired, a separate quote is required.

Q: **How soon is the reBlast scheduled after the eBlast is deployed?**

A: With a few exceptions, this is our typical eBlast/reBlast scheduling:

- All eBlasts will be scheduled to deploy Tuesday, Wednesday, or Thursday
- All Tuesday eBlasts will have their reBlast assigned the Friday of the following week
- All Wednesday eBlasts will have their reBlast assigned the Saturday morning of the following week
- All Thursday eBlasts will have their reBlast assigned the Saturday afternoon of the following week

Q: **What is the timeline for eBlast submissions, and what are the content creation guidelines?**

A: If you choose to create the eBlast, it's about 7 weeks to send from when we receive your first draft. If we create the eBlast, it's about 10 weeks from the kickoff to deployment.

Q: **I want my team to create the eBlast, what are the specs?**

A: Your HRG business development manager can provide our Technical Specs Guide.

Q: **What percentage of the independent pharmacists that receive these eBlasts have access to McKesson, Cardinal, and AB ordering systems?**

A: Approximately 75-80% of the receiving pharmacies order from one of those three wholesalers.

Q: **Can additional content be added like scannable bar codes, sell sheets, planogram examples, etc.?**

A: Yes, and we can help create these items if you don't already have them. Please see our à la carte options on page 12, or reach out to your business development manager.

Q: **Are their other mailing lists available besides retail independent pharmacies?**

A: Yes, we can target a group of institutional, long-term care, and clinic pharmacies (5,000+ doors), specialty pharmacies, and regional pharmacies (to include grocery and some chains).

Micro-target retailer locations based on geography, demographics, regional preferences, proximity to healthcare professionals, and more… or send to our entire vetted list (up to 20,000+)!

Direct mailers dedicated to your brand(s) can provide the right amount of "real estate" you need to convince stores to stock and recommend your items. Here are some key reasons to add direct mailers to your independent pharmacy initiatives.

Options

Style	Great for	Style	Great for
Self-mailers: postcard, bifold, trifold, rollfold, etc.	Communicating about 1-3 brands	Envelope mailers	Sharing multiple communication pieces and in-store tools
Brochure-style self-mailers	Communicating about multiple brand families	Parcels	Distributing samples or other dimensional items

Communicate complex messages

✓ UPC conversions

✓ Line extensions

✓ Product relaunch

✓ Rx-to-OTC switch

✓ Branding or packaging updates

✓ Competitive advantages

Foundation Consumer Healthcare UPC Conversion Mailer

DIRECT MAILERS & CAMPAIGNS

Examples

NasoClenz Rollfold Mailer

TheraTears Campaign

Beiersdorf Product Launch Mailer

Florajen Coupon Trifold

Haleon Pain Relief Mailer

Prestige Medicine Chest Mailer

INTEGRATED PACKAGES

Reach your business goals using our robust retail services

DATA-DRIVEN

Performance data and category insights with several touch points to educate the market.
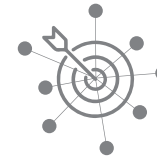
VISUAL MERCHANDISER

Persuasive tools to gain shelf placement, performance data, and educational materials.

BRAND DEVELOPMENT

Strategic review of brand and assortment placement tools for retailers.

HIGH ENGAGEMENT

Numerous touch points with multiple opportunities for the audience to engage.

CUSTOM

A customized package can be structured to fit your needs and budget.

DISCOUNTS AVAILABLE FOR ANY **3 OR MORE** ENGAGEMENTS

HRG is in the details of retail, so you don't have to be.

IN.tell
Data & Analysis

| Product Information Management | Market Insight |

IN.front
Shopper Experience

| Visual Merchandising | Category Management |

IN.control
Fixture Coordination & Management

| Process Improvement | Space Planning |

IN.demand
Brand Development

| Retail Strategy | Creative Assets |

IN.fluence
Retail Communications

| Direct Outreach | Publications |

HRG

Contact our team today!

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